* Find predictors of influence (Shane & Logan)
  + Take 2 sets of columns
    - Difference column (normalize)
    - Ratio column (normalize)
  + Logistic regression
    - P-values for variables
    - Coefficients
  + Random forest
* Financial value of model (Shane & Logan)
* Collect 5000 tweets on a topic (Aifaz) (coronavirus)
  + Parse through and draw arrows for retweets (Vinay)
  + Calculate degree, betweenness, closeness of each node
  + Create list of top 50 influencers
  + Create score for each influencer